

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 9/24/2012
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I, Media Strategies and Research,

being/on behalf of: Jim Matheson, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, September 25, 2012			Sunday, September 30, 2012		

**Total Charges: \$16,625.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Monday, September 24, 2012

Date



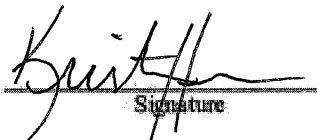
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

KRISTEN HENDERSON  
Printed Name

POLITICAL ADVERTISING SPECIALIST  
Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

Contract # 1377672

Schedule Dates

09/25/12-09/30/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

sept 25 through sept 30 KUTV (475044)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

12124

CPE

Local/Political Candidate Agency BRD

Account Types

Standard

Billing Type

Standard

Comments

Date Entered 09/24/12

Last Modified 09/24/12

Entered By Chantricy Diehl

CO-OP

No

Headline #

Normal

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$2,493.75

Net Total

\$14,131.25

Sales Tax

09/24/12

09/24/12

Chantricy Diehl

No

Normal

Package Deal

15.00

\$2,493.75

\$14,131.25

Salt Lake City (KUTV)

By Broadcast Month

Sep. 2012 24

Grand Total: 24

Rate

\$16,625.00

\$16,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / News	09/27/12-09/28/12	1	:30	5:30A- News-2 News This Morning 530a					1	1			2	\$350.00	\$700.00	Salt Lake City (KUTV)		9/24/12
3.0	Revised Line / News	09/26/12-09/28/12	1	:30	6A- 8A (MST)				1								Salt Lake City (KUTV)		9/24/12
3.1	Normal Line / News	09/25/12-09/26/12	1	:30	6A- 8A (MST)		1	1						2	\$550.00	\$1,100.00	Salt Lake City (KUTV)		9/24/12
4.0	Normal Line / SPOT	09/25/12-09/28/12	1	:30	8A- CBS-This Morning (New Title)		1	1	1	1				3	\$300.00	\$900.00	Salt Lake City (KUTV)		9/24/12
5.0	Normal Line / SPOT	09/30/12-09/30/12	1	:30	8A- CBS-News Sunday Morning								1	1	\$700.00	\$700.00	Salt Lake City (KUTV)		9/24/12
6.0	Revised Line / News	09/26/12-09/26/12	1	:30	12P- News-2 News at Noon				1								Salt Lake City (KUTV)		9/24/12
6.1	Normal Line / News	09/26/12-09/28/12	1	:30	12P- News-2 News at Noon			1	1	1				2	\$300.00	\$600.00	Salt Lake City (KUTV)		9/24/12
7.0	Revised Line / SPOT	09/25/12-09/28/12	5	:30	3P- Ricki Lake			1									Salt Lake City (KUTV)		9/24/12
7.1	Normal Line / SPOT	09/25/12-09/28/12	5	:30	3P- Ricki Lake		1	1	1	1				4	\$125.00	\$500.00	Salt Lake City (KUTV)		9/24/12
8.0	Normal Line / News	09/27/12-09/27/12	1	:30	4P- News-2 News at 4p					1				1	\$400.00	\$400.00	Salt Lake City (KUTV)		9/24/12
9.0	Normal Line / News	09/25/12-09/25/12	1	:30	4:30P- News-2 News at 430p			1						1	\$500.00	\$500.00	Salt Lake City (KUTV)		9/24/12
10.0	Normal Line / News	09/28/12-09/28/12	1	:30	5P- News-2 News at 5p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		9/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Comments:

Date:

9/24/12



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1377672

**Schedule Dates** 09/25/12-09/30/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** sept 25 through sept 30 KUTV (475044)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** 12124  
**CPE** 12124  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/24/12  
**Last Modified** 09/24/12  
**Entered By** Chantrayce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,493.75  
**Net Total** \$14,131.25  
**Sales Tax**

## Salt Lake City (KUTV)

**By Broadcast Month**  
Sep. 2012 24  
Grand Total: 24  
**Rate**  
\$16,625.00  
\$16,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / News	09/26/12-09/27/12	1	:30	6P- News-2 News at 6p				1	1				2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		9/24/12
12.0	Normal Line / News	09/30/12-09/30/12	1	:30	5P- News-2 News at 5p								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		9/24/12
13.0	Revised Line / News	09/25/12-09/27/12	1	:30	10P- News-2 News at 10p			1	1	1							Salt Lake City (KUTV)		9/24/12
13.1	Normal Line / News	09/25/12-09/28/12	1	:30	10P- News-2 News at 10p			1	1	1	1			3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)		9/24/12
14.0	Normal Line / SPOT	09/26/12-09/26/12	1	:30	10:35P- CBS-The David Letterman Show				1					1	\$600.00	\$600.00	Salt Lake City (KUTV)		9/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

### KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5:30a News	EM	M-F	\$350.00			1	1			2
5:30 AM 6:00 AM		30	<b>\$700.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$550.00	1	1					2
6:00 AM 8:00 AM		30	<b>\$1,100.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS This Morning	EM	M-F	\$300.00	1		1	1			3
8:00 AM 9:00 AM		30	<b>\$900.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS Sunday Morn	EM	Su	\$700.00						1	1
8:00 AM 9:30 AM		30	<b>\$700.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$300.00		1		1			2
12:00 PM 1:00 PM		30	<b>\$600.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ricki Lake	EF	M-F	\$125.00	1	1	1	1			4
3:00 PM 4:00 PM		30	<b>\$500.00</b>							
KUTV 4p News	EN	M-F	\$400.00			1				1
4:00 PM 4:30 PM		30	<b>\$400.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	<b>\$500.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00				1			1
5:00 PM 5:30 PM		30	<b>\$900.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	<b>\$2,000.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										
Sunday 5p News	EN	Su	\$225.00						1	1
5:00 PM 6:00 PM		30	<b>\$225.00</b>							
KUTV 10p News	LN	M-F	\$2,500.00	1		1	1			3
10:00 PM 10:35 PM		30	<b>\$7,500.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.										

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/24/2012 11:12:33 AM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order Revised Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

## KUTV-TV

Program Name	DP	Days		Gross Rate	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
		Length									
Letterman	LF	M-F		\$600.00		1					1
10:35 PM 11:35 PM		30		\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
<b>Station Gross Totals</b>				<b>\$16,625.00</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>		<b>2</b>	<b>24</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/24/2012 11:12:34 AM

KUTV-TV

Page 2 of 2



# Station Order Revised Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

### KUTV-TV

Program Name	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
	DP	Length		Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5a News	EM	M-F	\$200.00	1						1
5:00 AM 5:30 AM		30	\$200.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5:30a News	EM	M-F	\$350.00			1	1			2
5:30 AM 6:00 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News	EM	M-F	\$550.00		1		1			2
6:00 AM 8:00 AM		30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS This Morning	EM	M-F	\$300.00	1		1	1			3
8:00 AM 9:00 AM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
CBS Sunday Morn	EM	Su	\$700.00						1	1
8:00 AM 9:30 AM		30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV Noon News	DT	M-F	\$300.00		1					1
12:00 PM 1:00 PM		30	\$300.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Ricki Lake	EF	M-F	\$125.00	1			1			2
3:00 PM 4:00 PM		30	\$250.00							
KUTV 4p News	EN	M-F	\$400.00			1				1
4:00 PM 4:30 PM		30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 4:30p News	EN	M-F	\$500.00	1						1
4:30 PM 5:00 PM		30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 5p News	EN	M-F	\$900.00				1			1
5:00 PM 5:30 PM		30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6p News	EN	M-F	\$1,000.00		1	1				2
6:00 PM 6:30 PM		30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.										
Sunday 5p News	EN	Su	\$225.00						1	1
5:00 PM 6:00 PM		30	\$225.00							

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/24/2012 8:06:21 AM

KUTV-TV

Page 1 of 2

suzannel@mediastrategies.com



# Station Order Revised Add to Schedule Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

## KUTV-TV

Program Name	DP	Days		Gross Rate	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
		Length									
KUTV 10p News	LN	M-F		\$2,500.00	1		1				2
10:00 PM 10:35 PM		30		\$5,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F		\$600.00		1					1
10:35 PM 11:35 PM		30		\$600.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
<b>Station Gross Totals</b>				<b>\$13,775.00</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>		<b>2</b>	<b>21</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/24/2012 8:06:21 AM

KUTV-TV

Page 2 of 2





# Station Order Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KUTV 5a News	EM	M-F		\$200.00	1						1
5:00 AM 5:30 AM			30	\$200.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 5:30a News	EM	M-F		\$350.00			1	1			2
5:30 AM 6:00 AM			30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6a News	EM	M-F		\$550.00		1		1			2
6:00 AM 8:00 AM			30	\$1,100.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
CBS This Morning	EM	M-F		\$300.00	1		1	1			3
8:00 AM 9:00 AM			30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
CBS Sunday Morn	EM	Su		\$700.00						1	1
8:00 AM 9:30 AM			30	\$700.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV Noon News	DT	M-F		\$300.00		1					1
12:00 PM 1:00 PM			30	\$300.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Ricki Lake	EF	M-F		\$125.00	1			1			2
3:00 PM 4:00 PM			30	\$250.00							
KUTV 4p News	EN	M-F		\$400.00			1				1
4:00 PM 4:30 PM			30	\$400.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 4:30p News	EN	M-F		\$500.00	1						1
4:30 PM 5:00 PM			30	\$500.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 5p News	EN	M-F		\$900.00				1			1
5:00 PM 5:30 PM			30	\$900.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6p News	EN	M-F		\$1,000.00		1	1				2
6:00 PM 6:30 PM			30	\$2,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
Sunday 5p News	EN	Su		\$225.00						1	1
5:00 PM 6:00 PM			30	\$225.00							

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/21/2012 4:04:01 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order Add to Schedule

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 25, 2012 to Sunday, September 30, 2012

12124

**Contact:** Kristen Henderson

**Phone:** 801-839-1234

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:**

### KUTV-TV

Program Name	DP	Days		Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
60 Minutes	PT	Su		\$1,800.00						1	1
6:00 PM 7:00 PM		30		<b>\$1,800.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 10p News	LN	M-F		\$2,500.00	1		1				2
10:00 PM 10:35 PM		30		<b>\$5,000.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.											
Letterman	LF	M-F		\$600.00		1					1
10:35 PM 11:35 PM		30		<b>\$600.00</b>							
Sold out at LUR per KUTV. Move to L1 to clear.											
<b>Station Gross Totals</b>				<b>\$15,575.00</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>		<b>3</b>	<b>22</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/21/2012 4:04:02 PM

KUTV-TV

Page 2 of 2